

“A study on impact of quality on consumer buying behaviour”

Harsh Desai Enrolment No: 201703100310133

Guided by: Mr. Vivek ayre

Ch. 1 About company

1.1 Introduction of the company

Peoples are now more concious towards their health. As India is promoting toward fitness World, so alpino health food seeks towards the health and fitness of peoples concreted toward their health. alpino health food is the growing company in the eyes of fitness and nutrition.

Alpino peanut butter gives the best natural peanut butter in the segment of nutrition and health. As alpino was started in 2017 with the launch of flavoured peanut butter. Alpino introduced the first natural peanut butter which is made of only peanut paste and no added suger,salt or virgin materials.

Alpino is the india's best peanut butter making company and also trying to export it's peanut butter to the parts of world. We have set up a well-integrated production family. The unit is installed with all the requisite processing machinery and bulk order in the minimum lead time. Alpino has their own team of quality analysis, who are trained to keep a vigil eyes on the product, which are offered by them. Further more, our extensive domain knowledge, wide distribution network and quality assured product help the customer to trust us with their health.

As alpino peanut butter is available on e-commerce sites also like Amazon, Flipkart,etc. and doing the vast number of selling in online market also.

The goal of the Alpino brand was to secure the future of every customer who chooses them by giving them healthy food options to choose from. To ensure that you enjoy overall wellness, be it physical or mental, you need to have a diet that enriches your body with every bite. Keeping this goal in mind, Alpino has been striving to give you the best in terms of quality when it comes to peanut butter. They give you foods that are wholesome and organic and do not come with the stress of consuming unwanted sugars and additives.

Alpino introduced the concept of pure and organic peanut butter into the market at a time when processed and commercially available peanut butter was extremely popular. They brought to the table peanut butter that was free from any sugar or additives but still maintained great taste. As a result, they quickly rose to popularity among fitness enthusiasts across the globe.

In addition to peanut butter, you have a host of other nut butter products with Alpino such as almond butter. You also have unique products like peanut butter powder that is extremely convenient and versatile to use. Alpino is definitely that guilt-free goody that you wish you could add to your diet and still chase your fitness goals.

1.2. Industry profile

Alpino is also the fastest growing company in country today. With the host of facilities under its best quality peanut butter, the manufacturing of alpino peanut butter is located in bhavnagar, talaja. It is spread over a 5 acre land with the monthly capacity of 15 to 20 tons of peanut butter. and this company's manufacturing is in bhavnagar and packaging and departing form surat to all over india.

Strength

- Diversified product portfolio.
- Huge investment in R&D.
- Strong brand image.
- Nutrition market share in India.

Weaknesses

- Product recalls.
- Increasing competitors.

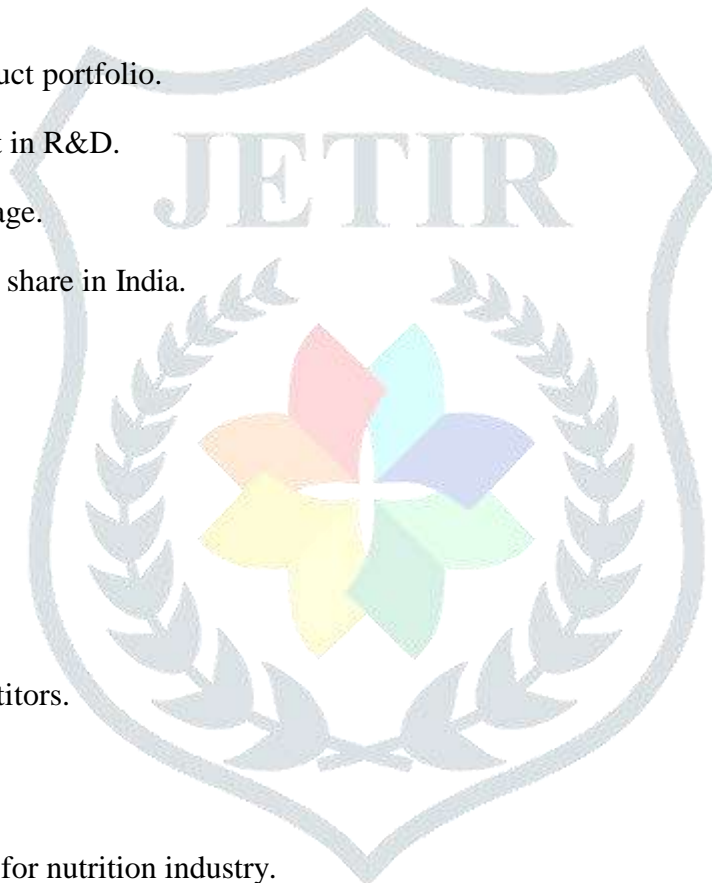
Opportunities

- Positive outlook for nutrition industry.
- Growing global demand for natural peanut butter.
- More people toward health conciousness.

Threat

- Intense competition
- Rising raw material prices.

Marketing strategy



- It has strong marketing strategy that has been continuously evaluation in the market that dynamically effecting the sales of peanut butter it is maintaining strong distribution network and high distributors transactions along with good promotional activities that is enhancing brand value of the company. It is using different promotional activities.

Online Print ads Bill

boards

Nutrition promotional events Brand

ambassadors

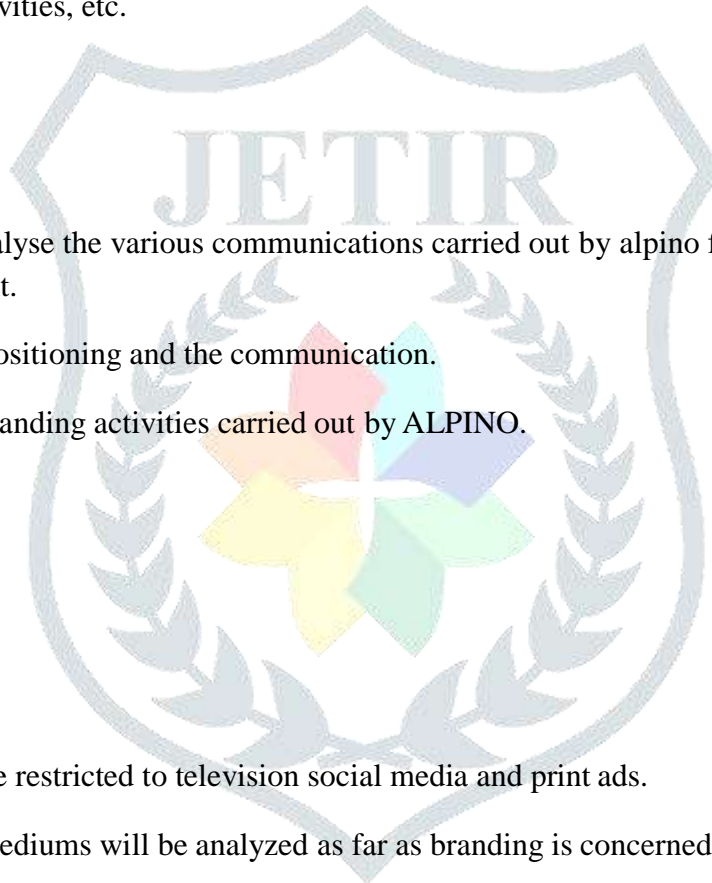
Social media activities, etc.

□ Objectives

- To study and analyse the various communications carried out by alpino for their health and nutrition segment.
- Reviewing the positioning and the communication.
- Analyzing the branding activities carried out by ALPINO.

□ Scope

- The study will be restricted to television social media and print ads.
- The following mediums will be analyzed as far as branding is concerned.
- Internet.
- Newspaper/magazine articles.
- Hoardings.
- Health and nutrition events.



1.3 Company profile

Name of the company Alpino health foods Year of establishment 2016

Form of organizations Private limited

Factory address 9-shivshaktigodaun, near HP petrol pump, punagam-simada brts road, canal road, punagam Surat - 395010

Chair person Priyank Vora

Service managers Umesh Gajera Finance manager

Chetan kanani Human resource

manager Milan gopani Marketing manager

Hiren sheta Supervisor Mahatva

sheta

Total investment 2.5 crores Working

hours 8 hours

No. of employees 35 employees Accounting year

1st April to 31st March

Alpino is the second largest peanut butter sellers in india and is steadily climbing up the ranks. The long wait for its product also seems to be dropping effectively.

1.4 Company vision

Maintaining customers view point, they are dedicated to supplying product of highest quality yet at a reasonable price for customer satisfaction. Alpino has a basic policy that is MSQCD. This basic policy has the following discription.

Management Safety

Quality

Cost Delivery

1.5 Company's philosophy

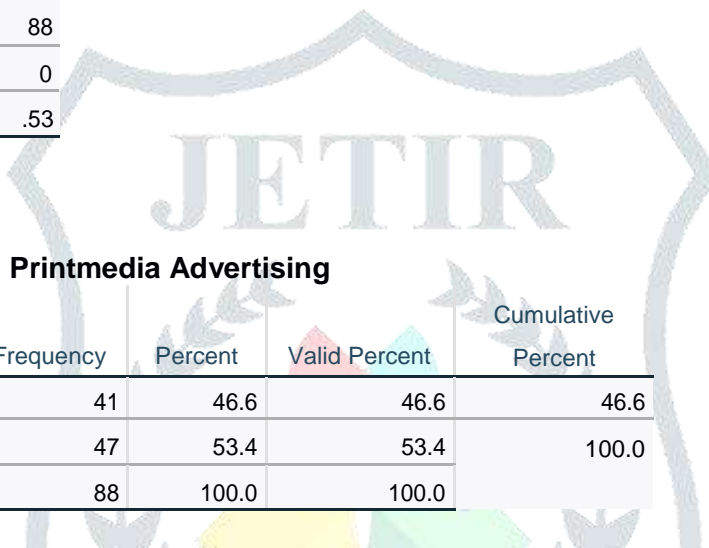
ALPONO'S philosophy has the various characteristic that are listed below:- It tells the value of our business.

It bonds everyone together towards common mission of healthy life. It shows the link between the company's past, present and future.

It challenges the organization to strive for the realization of its vision. It helps organization to maintain its sense of uniqueness.

Printmedia Advertising

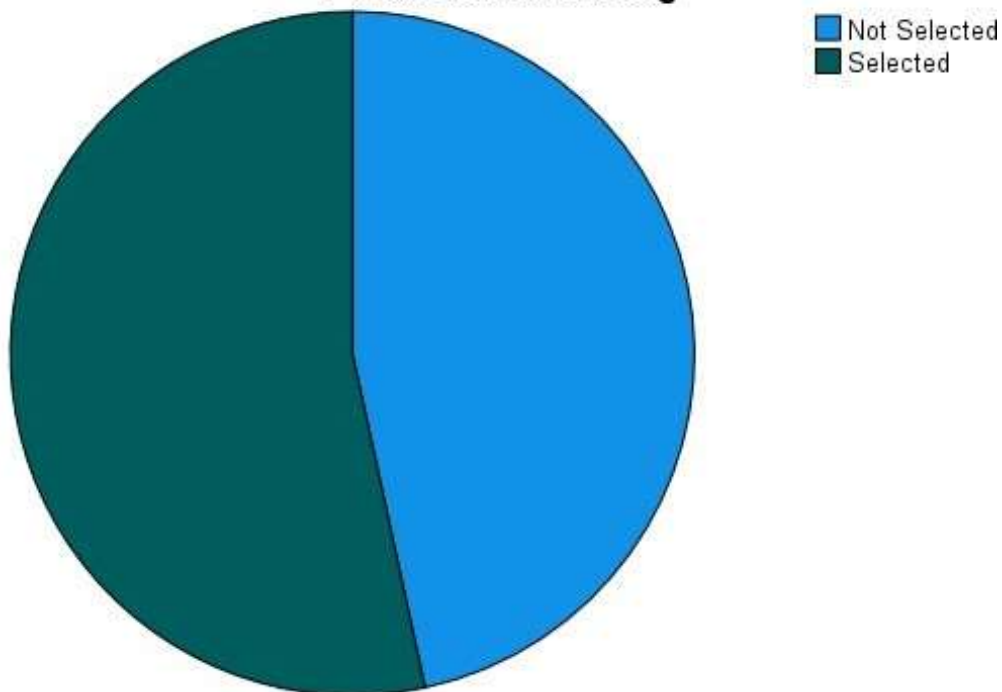
N	Valid	88
	Missing	0
Mean		.53



Printmedia Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	41	46.6	46.6	46.6
	Selected	47	53.4	53.4	100.0
Total		88	100.0	100.0	

Printmedia Advertising

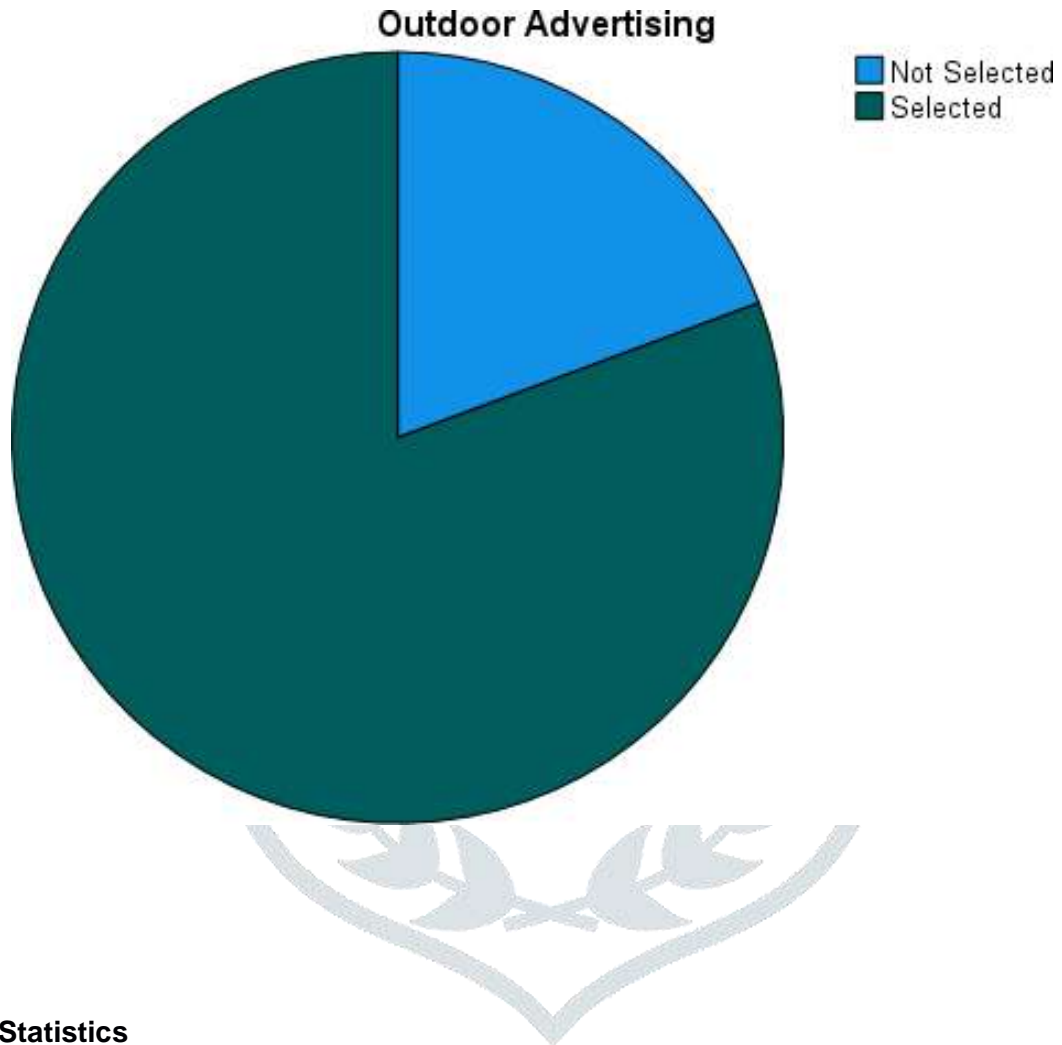


Outdoor Advertising

N	Valid	88
	Missing	0
Mean		.81

Outdoor Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	17	19.3	19.3	19.3
	Selected	71	80.7	80.7	100.0
	Total	88	100.0	100.0	



Statistics

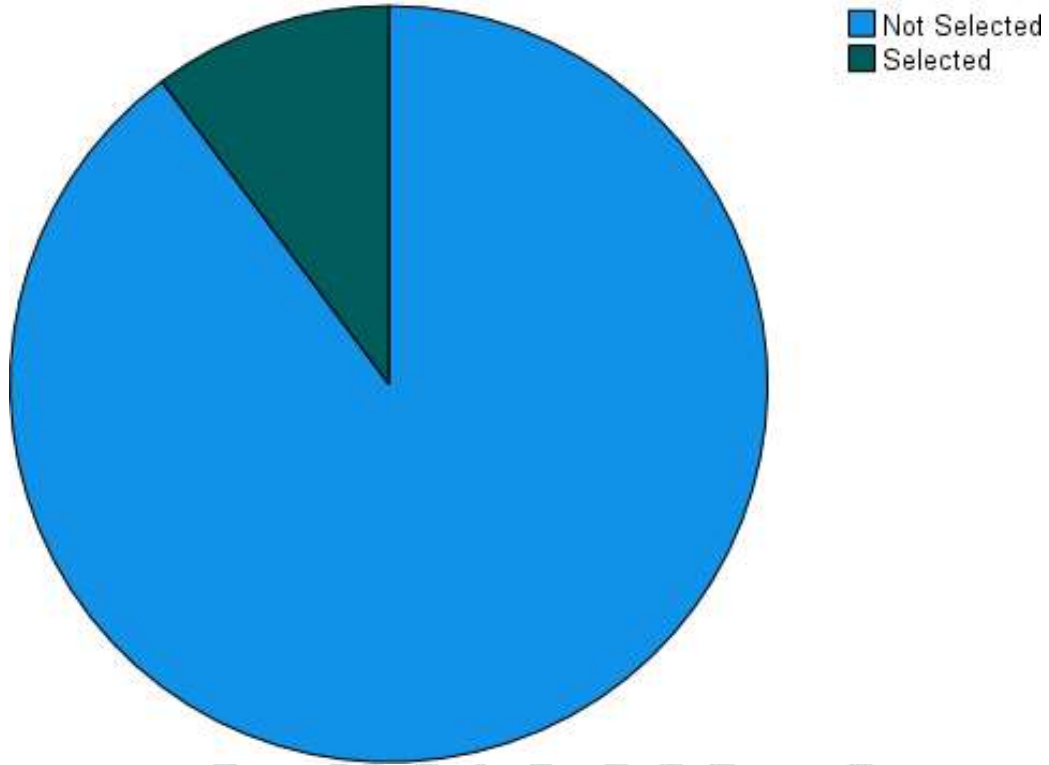
Electronicmedia Advertising

N	Valid	88
	Missing	0
Mean		.10

Electronicmedia Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	79	89.8	89.8	89.8
	Selected	9	10.2	10.2	100.0
	Total	88	100.0	100.0	

Electronicmedia Advertising



Statistics

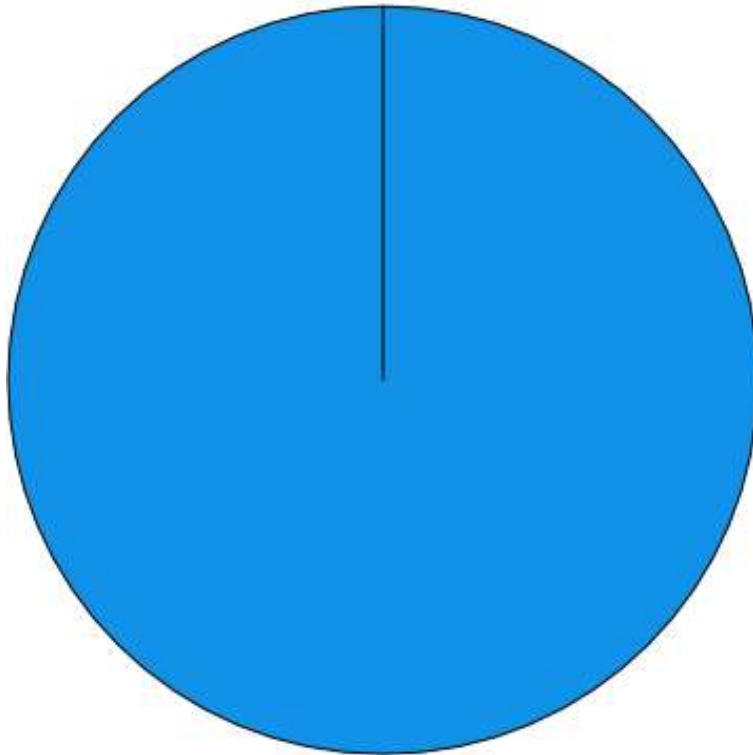
Multimedia design

N	Valid	88
	Missing	0
Mean		.00

Multimedia design

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Selected	88	100.0	100.0	100.0

Multimedia design



Not Selected

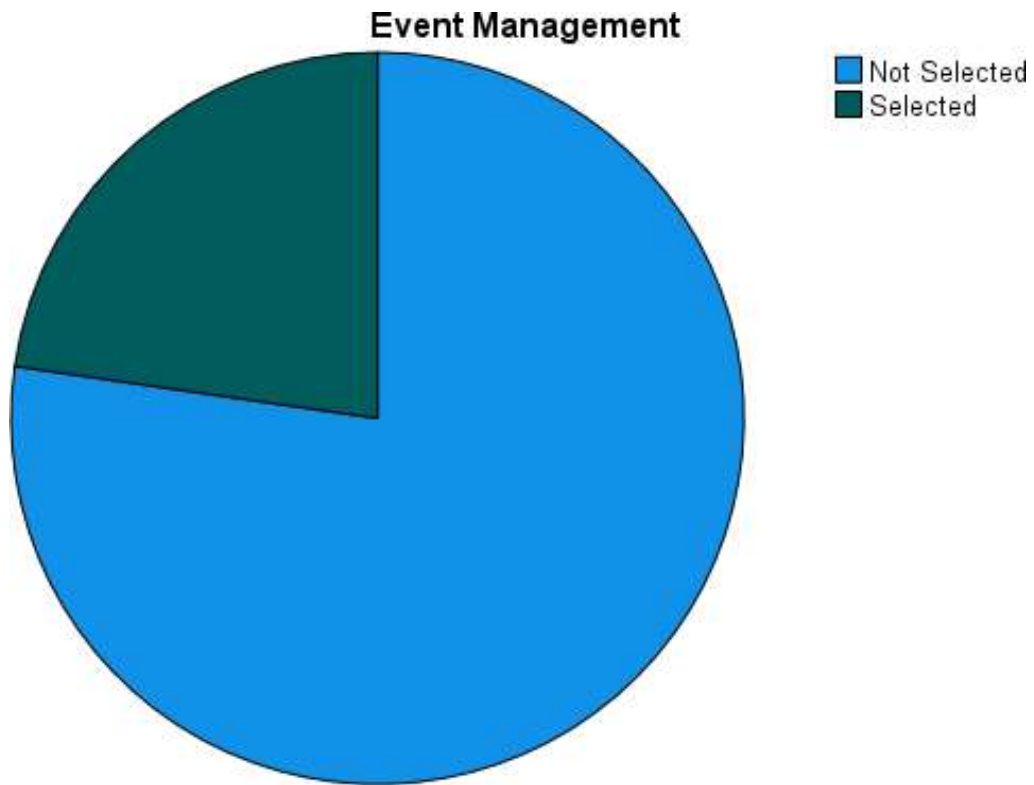
Statistics

Event Management

N	Valid	88
	Missing	0
Mean		.23

Event Management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	68	77.3	77.3	77.3
	Selected	20	22.7	22.7	100.0
Total		88	100.0	100.0	



Statistics

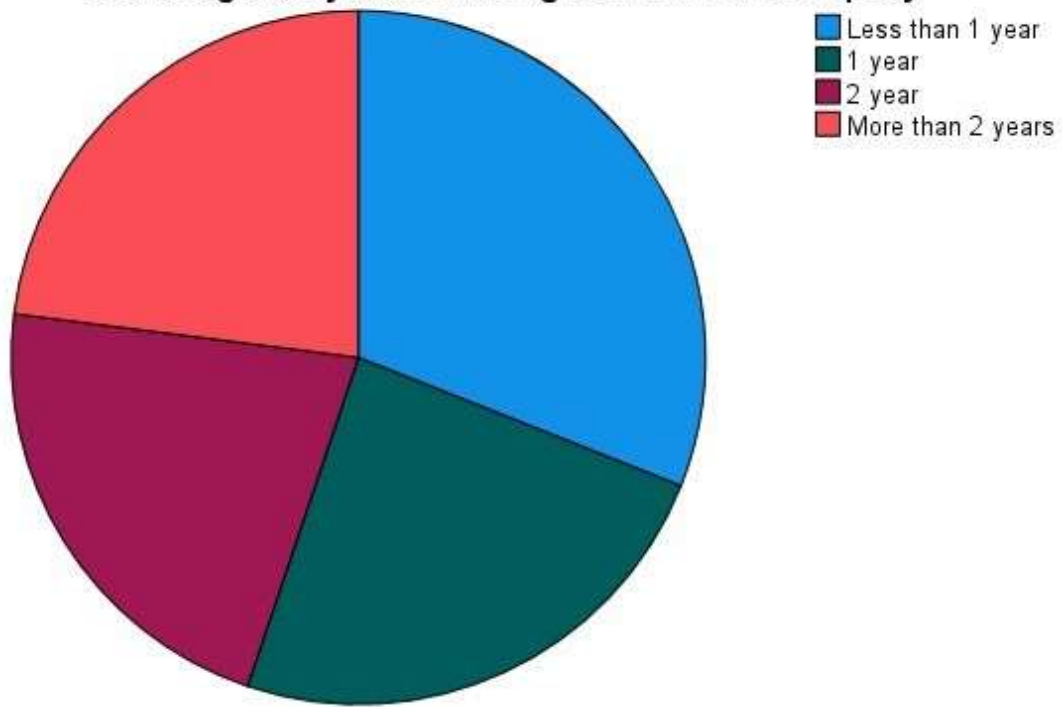
How long have you been using services from company

N	Valid	87
	Missing	1
Mean		2.37

How long have you been using services from company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	27	30.7	31.0	31.0
	1 year	21	23.9	24.1	55.2
	2 year	19	21.6	21.8	77.0
	More than 2 years	20	22.7	23.0	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

How long have you been using services from company



Statistics

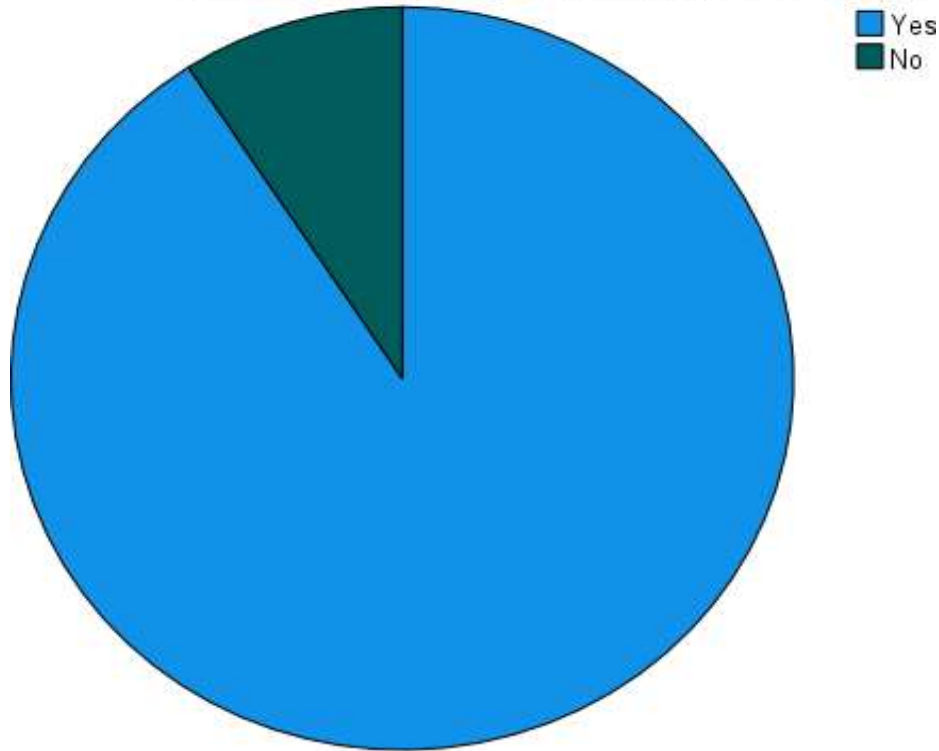
Are you satisfied with the price of our services

N	Valid	87
	Missing	1
Mean		1.09

Are you satisfied with the price of our services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	89.8	90.8	90.8
	No	8	9.1	9.2	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Are you satisfied with the price of our services



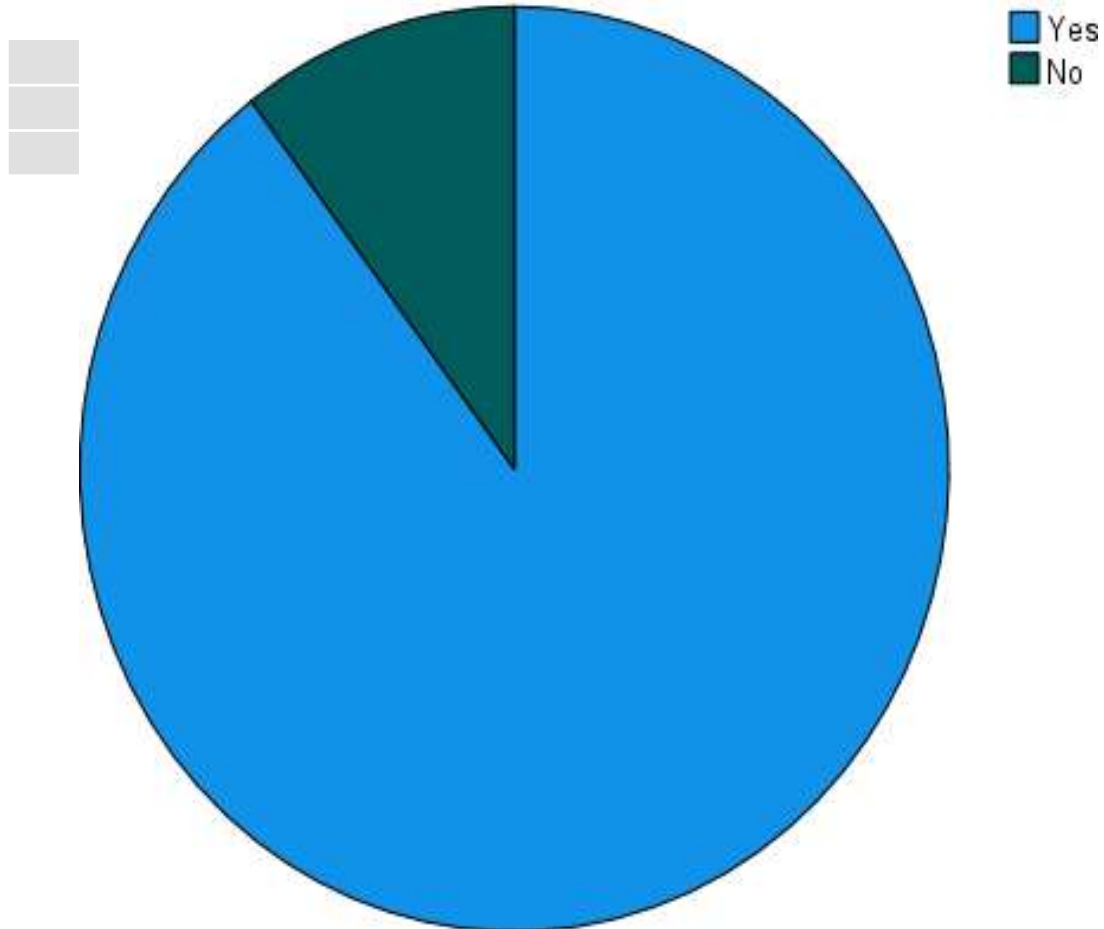
Does our company deliver quality services

N	Valid	87
	Missing	1
Mean		1.10

Does our company deliver quality services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	88.6	89.7	89.7
	No	9	10.2	10.3	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Does our company deliver quality services



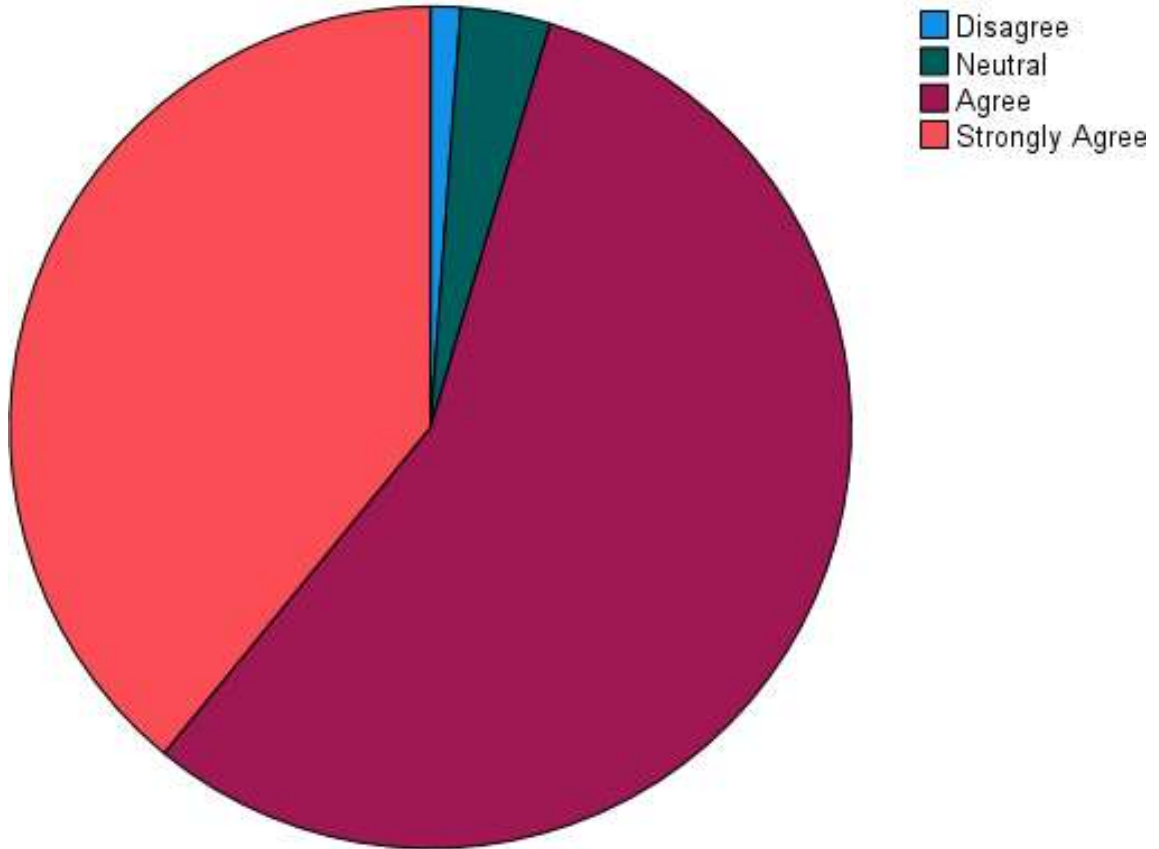
Disksha Advertising is very creative

N	Valid	87
	Missing	1
Mean		4.33

Disksha Advertising is very creative

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.1	1.1	1.1
	Neutral	3	3.4	3.4	4.6
	Agree	49	55.7	56.3	60.9
	Strongly Agree	34	38.6	39.1	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Disksha Advertising is very creative



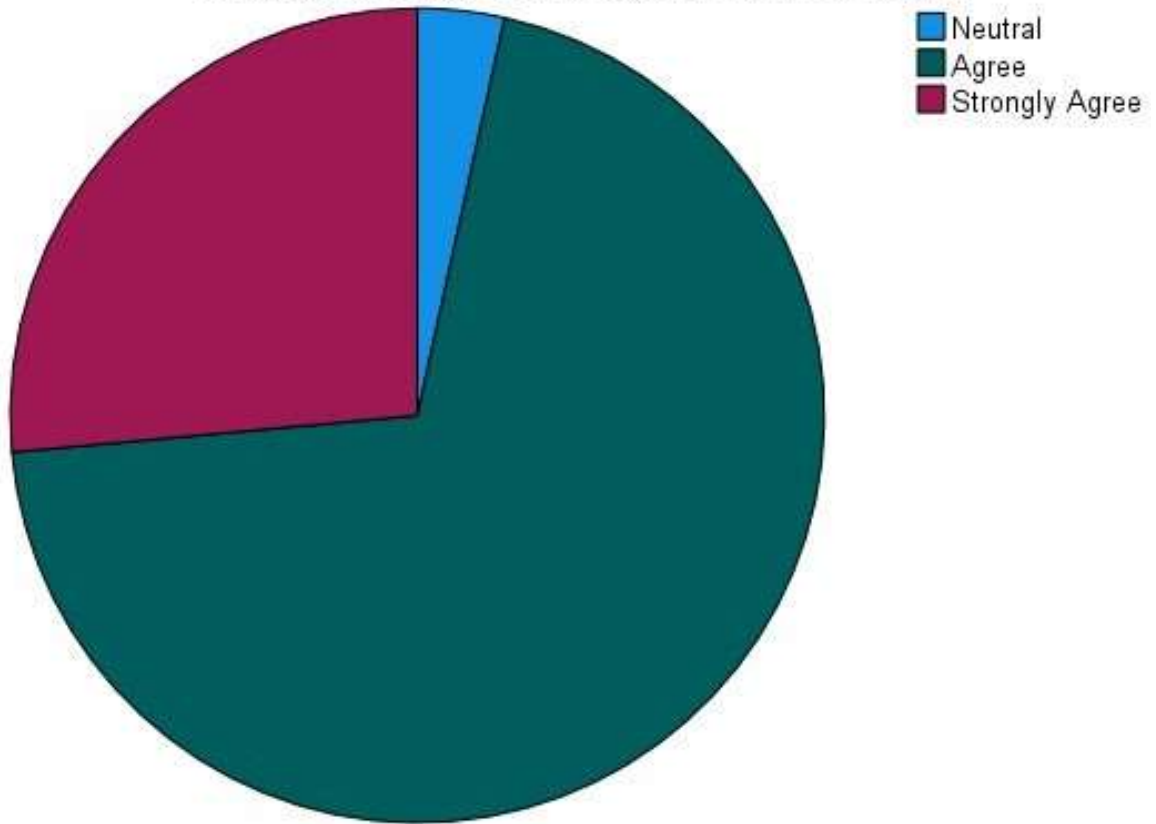
Employees of the company is very responsive

N	Valid	87
	Missing	1
Mean		4.23

Employees of the company is very responsive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	3.4	3.4	3.4
	Agree	61	69.3	70.1	73.6
	Strongly Agree	23	26.1	26.4	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Employess of the company is very responsive



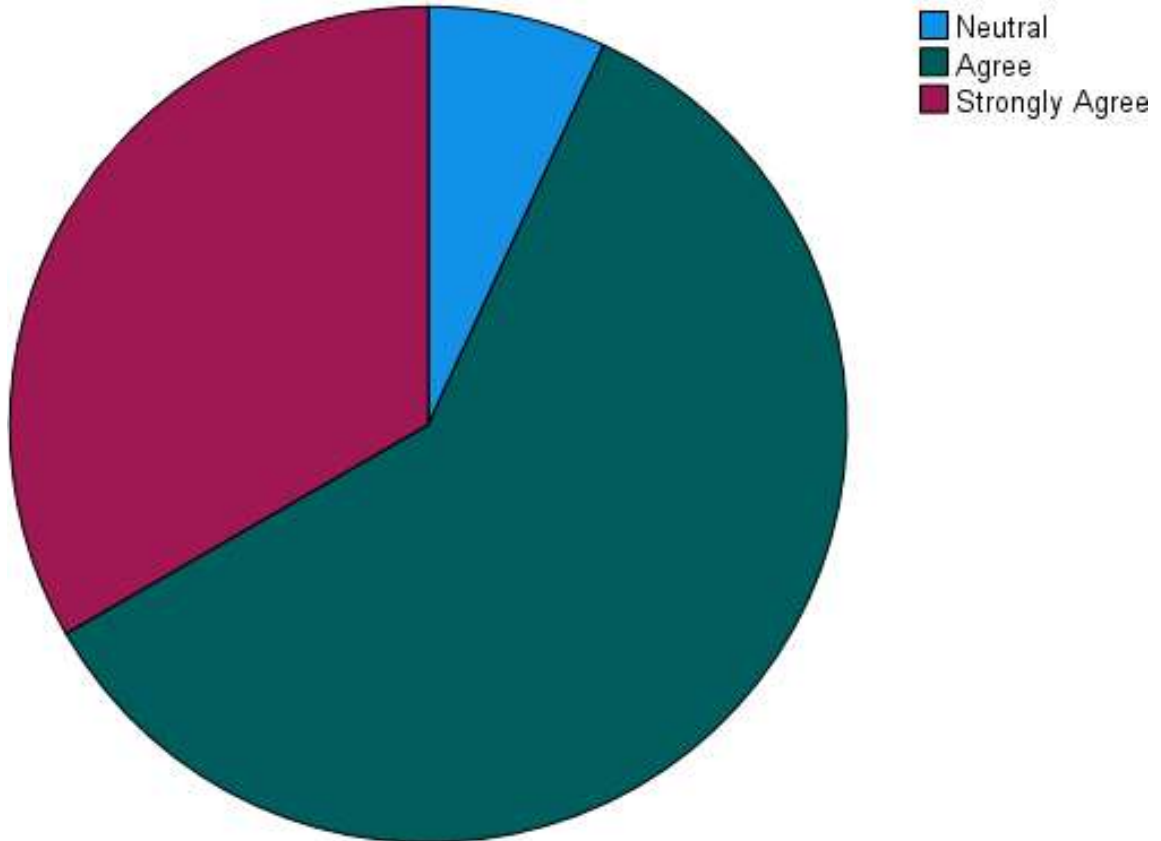
Diksha Advertising is very punctual to deliver services

N	Valid	87
	Missing	1
Mean		4.26

Diksha Advertising is very punctual to deliver services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	6.8	6.9	6.9
	Agree	52	59.1	59.8	66.7
	Strongly Agree	29	33.0	33.3	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Diksha Advertising is very punctual to deliver services



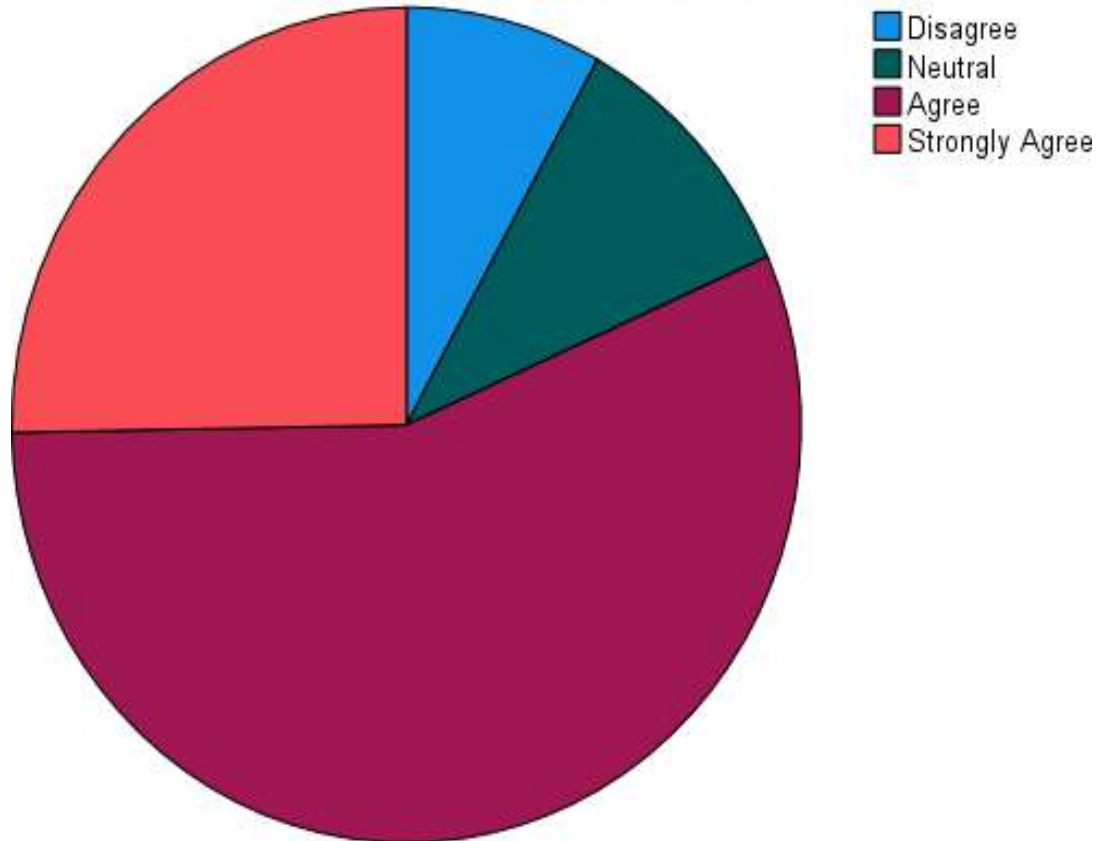
Prices of the services gives value to money

N	Valid	87
	Missing	1
Mean		3.99

Prices of the services gives value to money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	8.0	8.0	8.0
	Neutral	9	10.2	10.3	18.4
	Agree	49	55.7	56.3	74.7
	Strongly Agree	22	25.0	25.3	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Prices of the services gives value to money



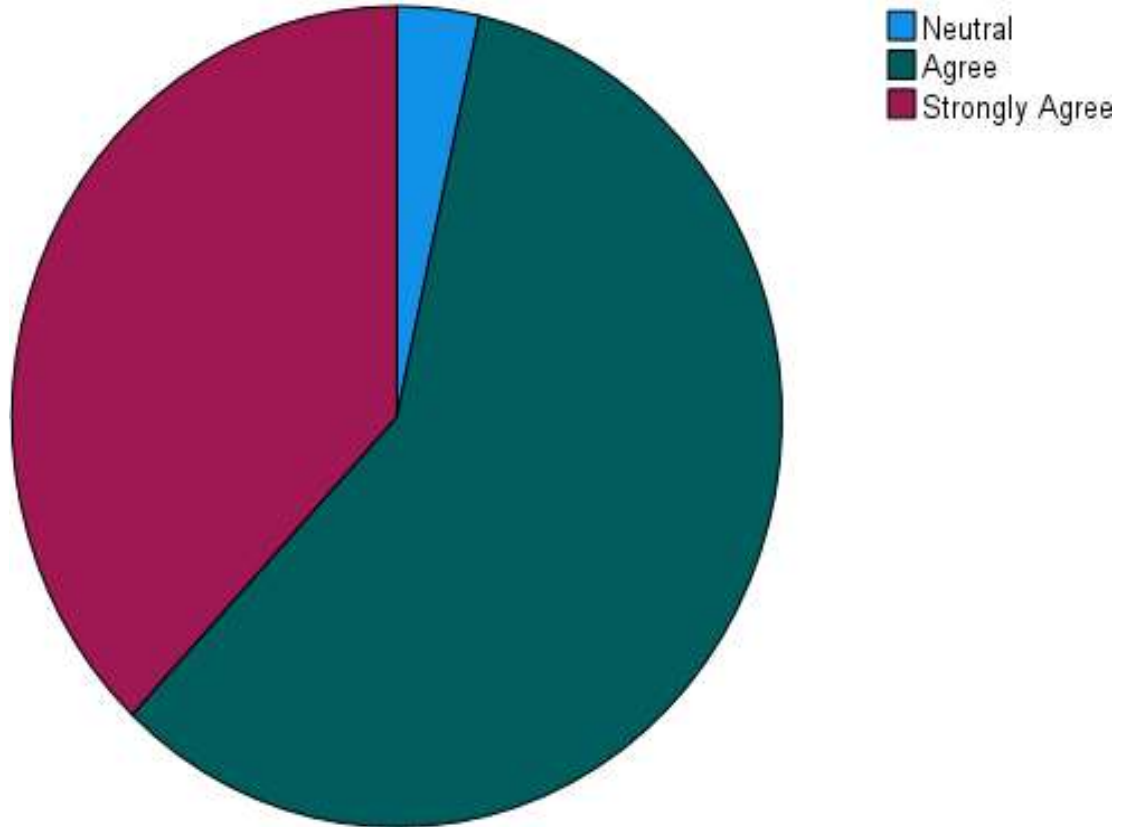
Employees are very responsive and helpful

N	Valid	87
	Missing	1
Mean		4.34

very responsive and helpful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	3.4	3.4	3.4
	Agree	51	58.0	58.6	62.1
	Strongly Agree	33	37.5	37.9	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Employees are very responsive and helpful



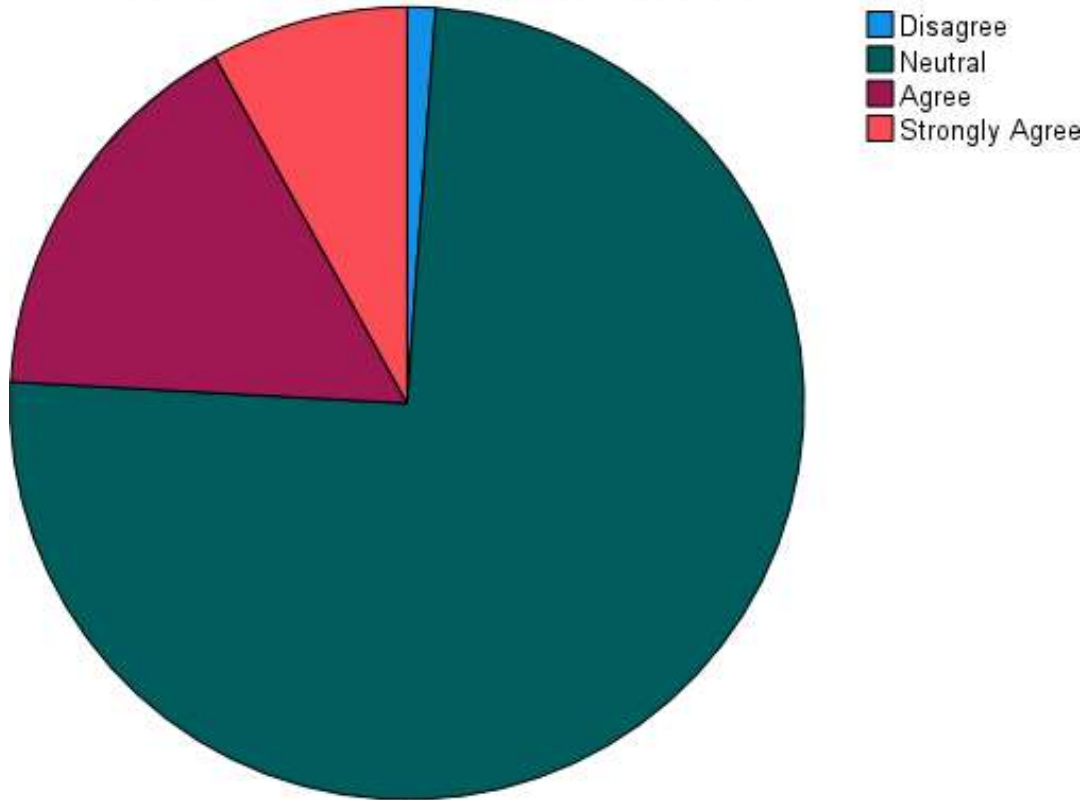
Electronic media advertising is one of the best service

N	Valid	87
	Missing	1
Mean		3.31

Electronic media advertising is one of the best service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.1	1.1	1.1
	Neutral	65	73.9	74.7	75.9
	Agree	14	15.9	16.1	92.0
	Strongly Agree	7	8.0	8.0	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Electronic media advertising is one of the best service



Statistics

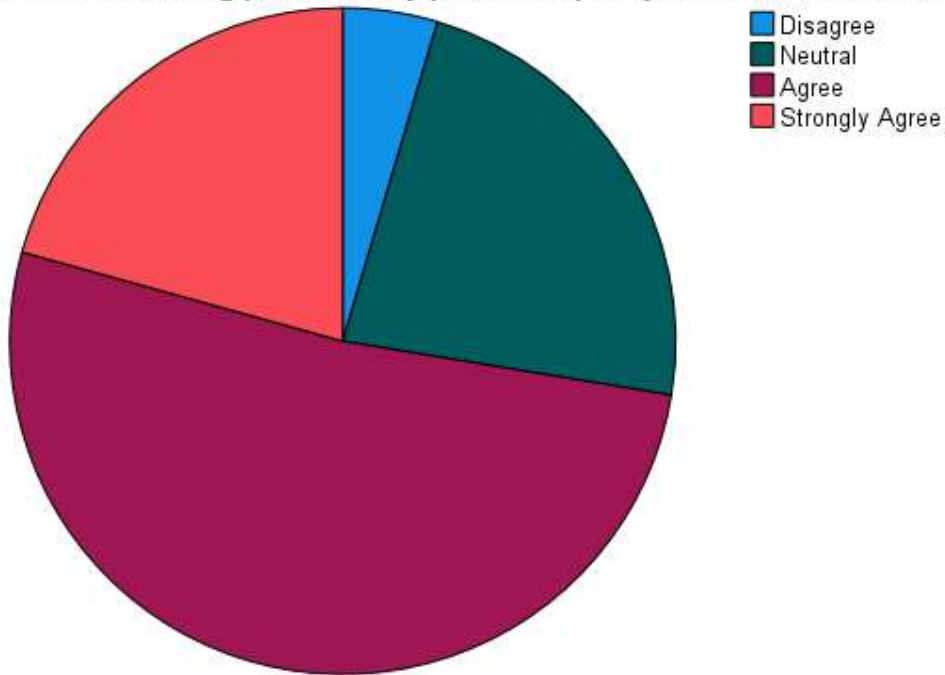
Diksha Advertising provide very premium quality of outdoor advertising

N	Valid	87
	Missing	1
Mean		3.89



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	4.5	4.6	4.6
	Neutral	20	22.7	23.0	27.6
	Agree	45	51.1	51.7	79.3
	Strongly Agree	18	20.5	20.7	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Diksha Advertising provide very premium quality of outdoor advertising



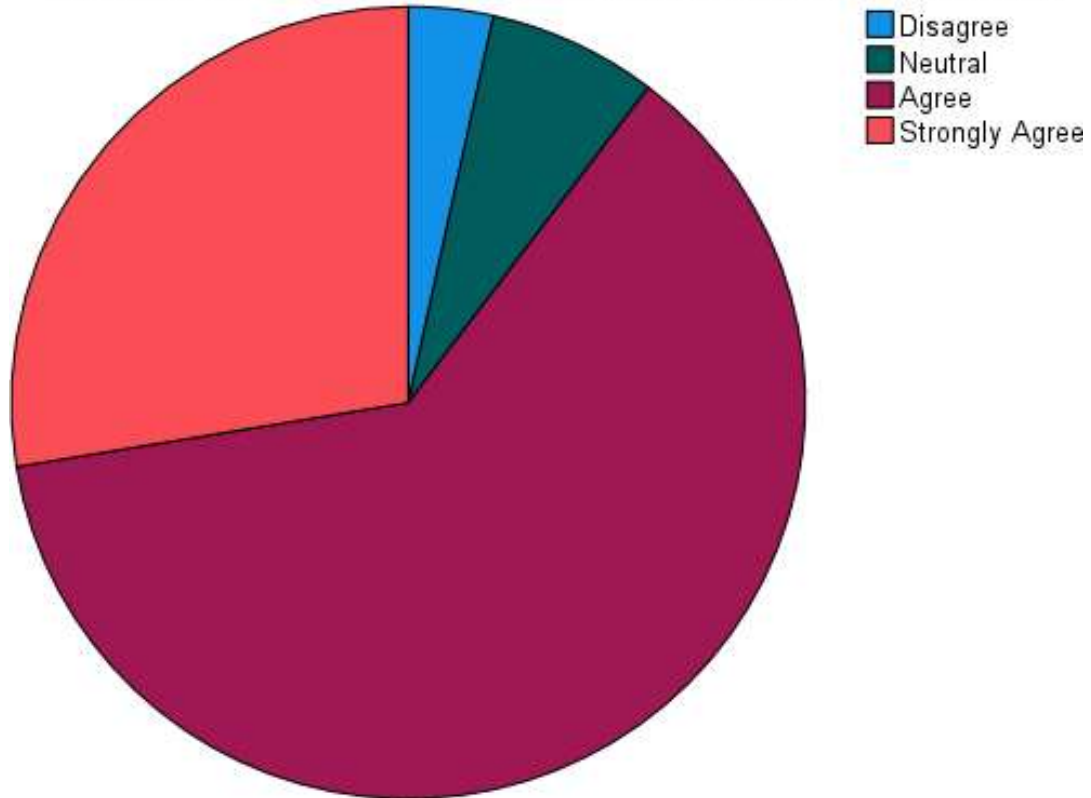
Statistics Employees of the company are very professional and qualified

N	Valid	87
	Missing	1
Mean		4.14

Employees of the company are very professional and qualified

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	3.4	3.4	3.4
	Neutral	6	6.8	6.9	10.3
	Agree	54	61.4	62.1	72.4
	Strongly Agree	24	27.3	27.6	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Employees of the company are very professional and qualified



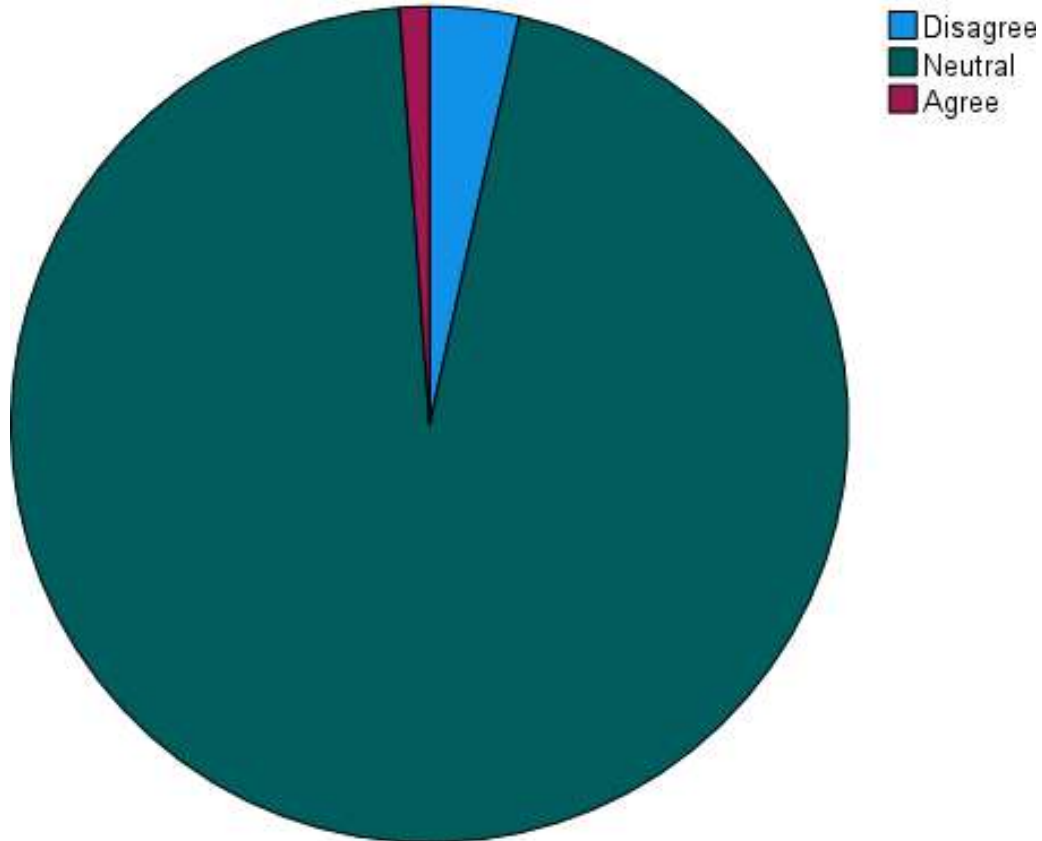
Company is only excellent in multimedia design

N	Valid	87
	Missing	1
Mean		2.98

Company is only excellent in multimedia design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	3.4	3.4	3.4
	Neutral	83	94.3	95.4	98.9
	Agree	1	1.1	1.1	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Company is only excellent in multimedia design



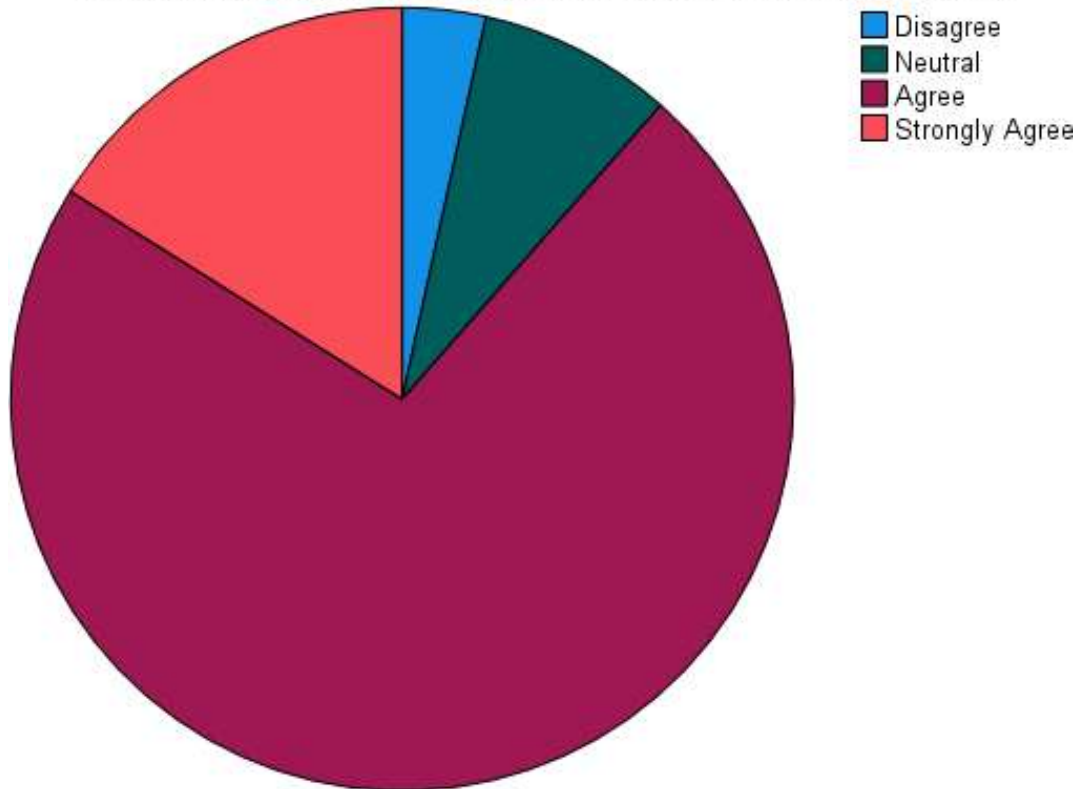
Employee very better understand the need of the customer

N	Valid	87
	Missing	1
Mean		4.01

Employee very better understand the need of the customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	3.4	3.4	3.4
	Neutral	7	8.0	8.0	11.5
	Agree	63	71.6	72.4	83.9
	Strongly Agree	14	15.9	16.1	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Employee very better understand the need of the customer



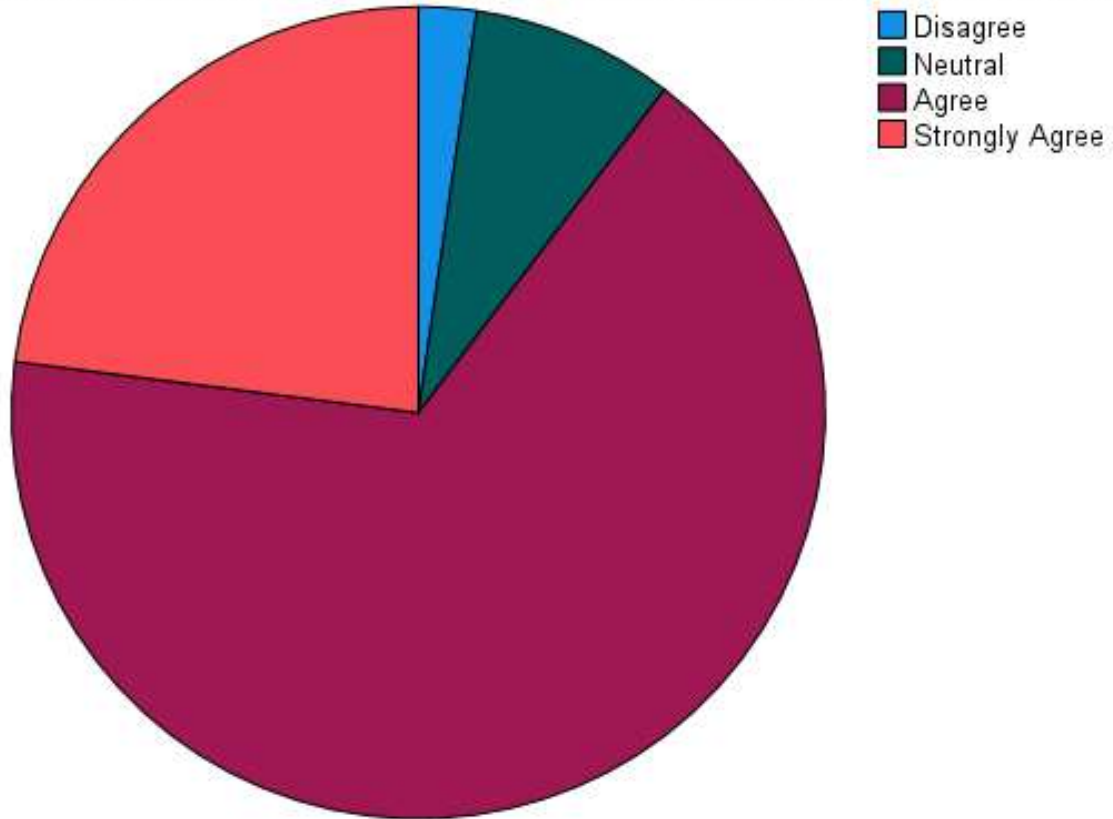
Company do the research of customer firm before making advertisement

N	Valid	87
	Missing	1
Co	Mean	4.10

Customer firm before making advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.3	2.3	2.3
	Neutral	7	8.0	8.0	10.3
	Agree	58	65.9	66.7	77.0
	Strongly Agree	20	22.7	23.0	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Company do the research of cutomer firm before making advertisment



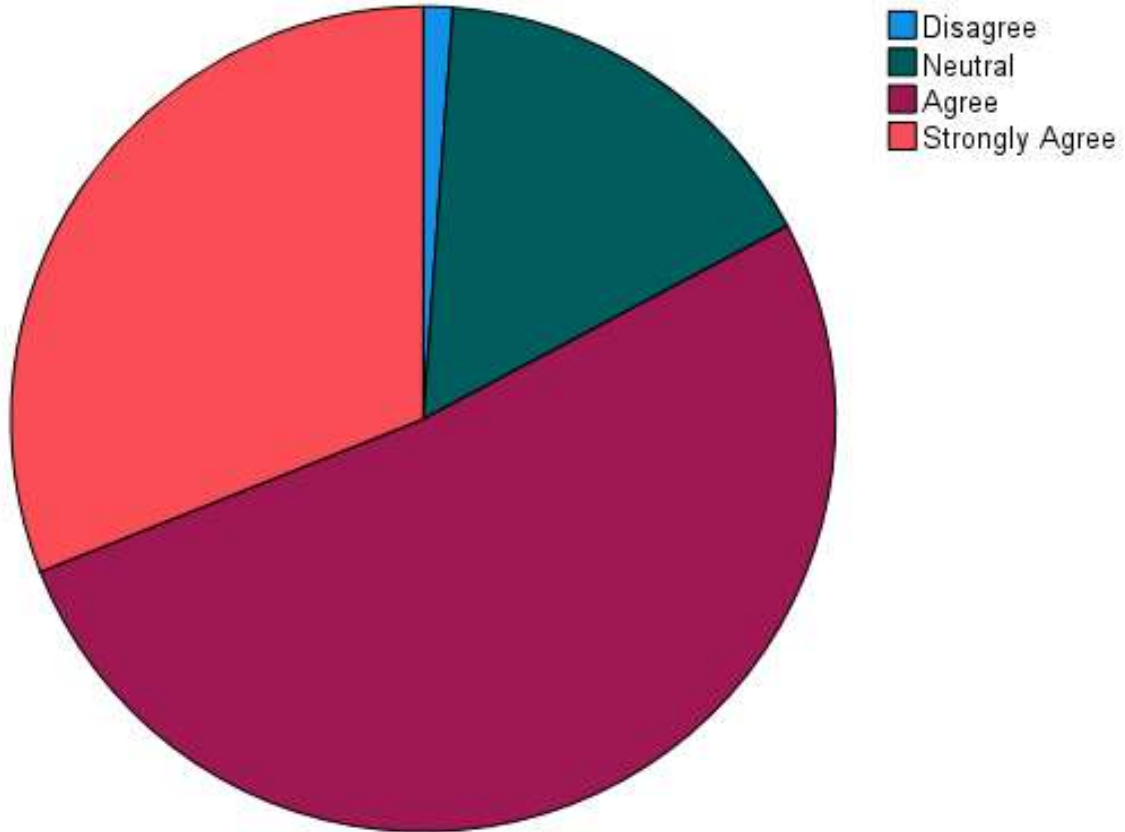
Employee better understands the perception of customer's customer

N	Valid	87
	Missing	1
Mean		4.13

Employee better understands the perception of customer's customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.1	1.1	1.1
	Neutral	14	15.9	16.1	17.2
	Agree	45	51.1	51.7	69.0
	Strongly Agree	27	30.7	31.0	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Employee better understands the perception of customer's customer



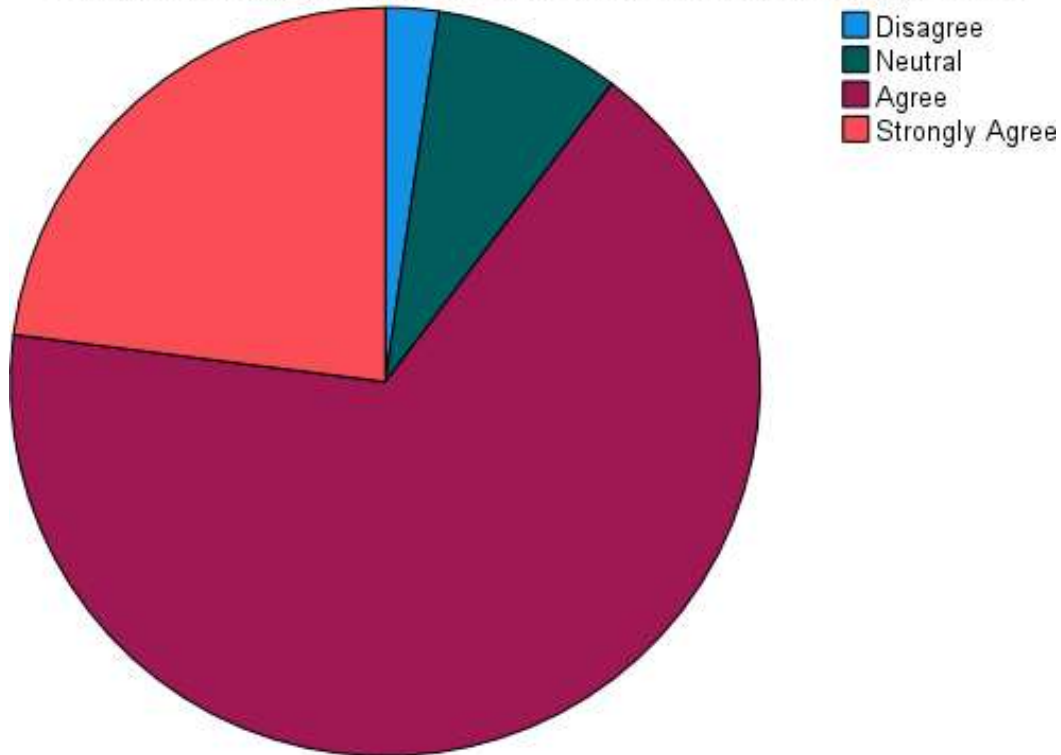
Advertisement by the Disksha Advertising is very professional

N	Valid	87
	Missing	1
Mean		4.10

Advertisement by the Disksha Advertising is very professional

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.3	2.3	2.3
	Neutral	7	8.0	8.0	10.3
	Agree	58	65.9	66.7	77.0
	Strongly Agree	20	22.7	23.0	100.0
	Total	87	98.9	100.0	
Missing	System	1	1.1		
Total		88	100.0		

Advertisement by the Disksha Advertising is very professional



QUESTIONNAIRE

"The study on customer review towards online purchase the products of ALPINO"

You are one of just a few people we are asking, so your answers are very important to us. Please be as honest as possible as the result are anonymous. For most, you need only check a box or enter a line for your answer. The survey will prompt you to complete all questions. Overall, it will take about 10 minutes of your time.

1) Name

2) Your gender* Male

Female

3) Your age*

Teenage 20-30

30-40

4) What do you do? (you can choose more than 1)

Student Freelancer

Job Holder

Businessman / Business Woman

5) Have you ever shop online?* Yes

No

6) How frequently do you purchase things online?

- Once in a month
- Twice or five times in a month More than
- 5 times in a month Once in a year
-

7) Why do you prefer online shopping (choose as many as applicable)

- Security Saves Time
- Home Delivery
- Flexibility of Prices Wide Range of
- Choices Convenient and Flexible
- Fun doing Shopping on Web
- Can find Products Store Doesn't Have

8) If you do not purchase things online why? (choose as many as applicable) Shipping

- Expenses
- Using your credit card
- It is difficult to shop online I do not
- find what I look for
- Waiting for the item to arrive I do not
- trust online shopping
- Do not receive what I pay for
- Heard bad things about online shopping

9) Do you like quality of our product? Yes No

10) Did you like this survey or not?* Yes No

11) You suggestions and recommendations for Trenders.PK

12) Would you like to listen back from us?

*

Yes No

